

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

- 1 1. (*Currently Amended*) A method of allowing a user to browse the Web without
2 reducing access and without privacy concerns, said method comprising:
 - 3 enabling the user to create a personal profile;
 - 4 accepting a cookie from vendor Web sites that send cookies;
 - 5 determining if a vendor Web site has executed a contract regarding
6 privacy of the personal profile of the user;
 - 7 making available an electronically-created file to the vendor Web site, the
8 file containing or enabling the vendor Web site to access profile information about the
9 user if the vendor Web site has executed the contract regarding privacy of the personal
10 profile of the user;
 - 11 removing or hiding the cookie if the vendor Web site has not executed the
12 contract regarding privacy of the personal profile of the user; and
 - 13 forwarding an electronically-created file to the vendor Web site offering
14 the vendor Web site an opportunity to affirm the contract regarding privacy of the
15 personal profile of the user if the vendor Web site has not executed the contract.

1 2. (*Currently Amended*) The method of claim 1, wherein said enabling the user to
2 create a profile step includes providing Web-based forms or providing software that
3 queries the user.

1 3. (*Currently Amended*) The method of claim 1, wherein said making available
2 step is accomplished by forwarding the electronically-created file to the vendor Web site.

1 4. (*Currently Amended*) The method of claim 1, wherein said making available
2 step is accomplished by placing the electronically-created file on a hard drive of the user.

1 5. (*Currently Amended*) The method of claim 1, further comprising:
2 creating pseudo-cookies for vendor Web sites that do not send cookies;
3 keeping track of the cookies and the pseudo-cookies; and
4 causing a list of the cookies and the pseudo-cookies to be displayed at the
5 request of a user.

1 6. (*Currently Amended*) A method of acting as an intermediary between a user
2 and a vendor Web site, said method comprising:
3 enabling the user to create a personal profile;
4 accepting a cookie from vender Web sites that send cookies;
5 providing a contract addressing the privacy of the personal profile of the
6 user to the vendor Web site; and
7 causing the contract addressing the privacy of the personal profile of the
8 user to be executed by the vendor Web site.

1 7. (*Currently Amended*) The method of claim 6, further comprising:
2 providing data entry means to the user so that the user can provide a
3 personal profile; and
4 providing the personal profile to the vendor Web site if it has executed the
5 contract addressing the privacy of the personal profile of the user.

1 8. (*Currently Amended*) The method of claim 7, wherein said providing the
2 personal profile step includes providing an electronically-created file to the vendor Web
3 site.

1 9. (*Currently Amended*) The method of claim 8₂ wherein said providing an
2 electronically-created file step includes providing a unique user identifier code to the
3 vendor Web site, which the vendor Web site can use to obtain the personal profile of the
4 user.

1 10. (*Currently Amended*) The method of claim 7₂ wherein said providing the
2 personal profile to a vendor Web site step includes:
3 receiving a request from the vendor Web site for personal profile data meeting
4 certain requirements; and
5 providing information to the vendor Web site based on a conglomeration of data
6 from multiple profiles responsive to the request.

1 11. (*Currently Amended*) The method of claim 7₂ wherein said providing the
2 personal profile to a vendor Web site step includes providing a limited amount of data
3 based on user-defined criteria.

1 12. (*Currently Amended*) The method of claim 6₂ wherein said causing the
2 contract to be executed step includes sending a message to the vendor Web site if it has
3 not previously executed the contract addressing the privacy of the personal profile of the
4 user.

1 13. (*Currently Amended*) The method of claim 6, wherein said causing the
2 contract to be executed step includes:

3 removing or hiding a cookie sent by the vendor Web site if it has not
4 previously executed the contract addressing the privacy of the personal profile of the
5 user; and

6 sending a message to the vendor Web site informing it that the cookie will
7 not be available until it executes the contract addressing the privacy of the personal
8 profile of the user.

1 14. (*Currently Amended*) The method of claim 6, wherein said causing the
2 contract to be executed step includes negotiating with the vendor Web site at the outset of
3 the application of the method.

1 15. (*Currently Amended*) A computerized method of insuring the privacy of a user
2 and obtaining personal information about the user, said method comprising:
3 enabling the user to create a personal profile;
4 accepting a cookie from vender Web sites that send cookies;
5 executing a contract addressing the privacy of the personal profile of the
6 user to the vendor Web site; and
7 receiving the personal information about profile of the user in exchange
8 for executing the contract regarding the privacy of the personal profile of the user to be
9 executed by the vendor Web site.

1 16. (*Currently Amended*) The method of claim 15, wherein said receiving
2 personal information step includes:
3 sending a cookie to the user; and
4 receiving the personal ~~information~~ profile or a code to obtain the personal
5 ~~information~~ profile.

1 17. (*Currently Amended*) The method of claim 15, wherein said receiving the
2 personal ~~information~~ profile step includes:
3 sending a cookie to the user; and
4 retrieving the personal ~~information~~ profile or a code to obtain the personal
5 ~~information~~ profile from a hard drive of the user.

1 18. (*Currently Amended*) The method of claim 15, wherein said receiving
2 personal ~~information~~ profile step includes:

3 requesting information based on certain demographic and other criteria of
4 users; and

5 receiving data about the users.

1 19. (*Currently Amended*) A system for protecting the privacy of a user, said
2 system comprising:

3 software including:

4 means to accept a cookie if a vendor Web site sends a cookie;

5 means to determine if a vendor Web site has executed a contract
6 regarding privacy of a personal profile of the user;

7 means to make available an electronically-created file to vendor
8 Web sites having executed the contract ~~which~~ regarding privacy of the personal profile of
9 the user that contains or enables the vendor Web site to access the personal profile
10 ~~information~~ about the user;

11 means to remove or hide the cookie if the vendor Web site has not
12 executed the contract regarding privacy of the personal profile of the user; [[and]]

13 means to forward an electronically-created file to the vendor Web
14 site if the vendor Web site has not executed the contract ~~which~~ regarding privacy of the
15 personal profile of the user that contains a message informing the vendor Web site of the

16 disposition of its cookie and offers the vendor Web site a chance to execute the contract
17 regarding privacy of the personal profile of the user;

18 data-entry means which allows the user to enter personal data regarding
19 the personal profile; and

20 a user profile database for storing the data regarding the personal profile.

1 20. (*Currently Amended*) The system of claim 19, wherein said means to make
2 available is means to forward the electronically-created file to the vendor Web site.

1 21. (*Currently Amended*) The system of claim 19, wherein said means to make
2 available is means to place the electronically-created file on a hard drive of the user.

1 22. (*Currently Amended*) The system of claim 19, further comprising:
2 means for creating a pseudo-cookie if a vendor Web site does not send a
3 cookie;
4 means for keeping track of the cookies and the pseudo-cookies; and
5 means for causing a list of the cookies and the pseudo-cookies to be
6 displayed at the request of a user.

1 23. (*Currently Amended*) A computer software product having a computer
2 readable medium carrying a computer-executable set of instructions for protecting the
3 privacy of a user, the computer executable set of instructions comprising:
4 means to accept a cookie if a vendor Web site sends a cookie;
5 means to determine if a vendor Web site has executed a contract
6 regarding privacy of a personal profile of the user;
7 means to make available an electronically-created file to vendor
8 Web sites having executed the contract ~~which~~ regarding privacy of the personal profile of
9 the user that contains or enables the vendor Web site to access the personal profile
10 ~~information~~ about the user;
11 means to remove or hide the cookie if the vendor Web site has not
12 executed the contract regarding privacy of the personal profile of the user; and
13 means to forward an electronically-created file to the vendor Web
14 site if the vendor Web site has not executed the contract ~~which~~ regarding privacy of the
15 personal profile of the user that contains a message informing the vendor Web site of the
16 disposition of its cookie, and to offer the vendor Web site a chance to execute the
17 contract regarding privacy of the personal profile of the user.

1 24. (*Currently Amended*) The product of claim 23, further including means for
2 allowing a user to input personal data.

1 25. (*Currently Amended*) The product of claim 24₁ further including means for a
2 vendor to make queries as to user input.

1 26. (*Currently Amended*) The product of claim 24₁ wherein said means for
2 allowing a user to input is located on one of a personal computer of the user and a
3 centralized site.

1 27. (*Currently Amended*) The product of claim 23₁ wherein said means to accept a
2 cookie is located on one of a personal computer of the user and a centralized site.

1 28. (*Currently Amended*) The product of claim 23₁ further including means for
2 allowing a vendor to input information about the vendor or its products.

1 29. (*Currently Amended*) The product of claim 28₁ further including means for a
2 user to make queries as to vendor input.

1 30. (*Currently Amended*) The product of claim 28₁ wherein said means for
2 allowing a vendor to input is located on one of the Web site of the vendor and a
3 centralized Web site.

1 31. (*Currently Amended*) The product of claim 23, wherein said means to make
2 available is means to forward the electronically-created file to the vendor Web site.

1 32. (*Currently Amended*) The product of claim 23, wherein said means to make
2 available is means to place the electronically-created file on a hard drive of the user.

1 33. (*Currently Amended*) The product of claim 23, further comprising:
2 means for creating a pseudo-cookie if a vendor Web site does not send a
3 cookie;
4 means for keeping track of the cookies and the pseudo-cookies; and
5 means for causing a list of the cookies and the pseudo-cookies to be
6 displayed at the request of a user.